

Chairman Powell and FCC Commissioners:

I am Rusty Yost, Vice-president of Christian Faith Broadcasting in Castalia, Ohio.

Christian Faith Broadcasting is a small broadcasting company that serves two television markets. The first is in Northern Ohio, (WGGN, Sandusky, Ohio) and the second is in West Michigan (WLLA, Kalamazoo, MI). These two stations are independents and are operated predominately as Christian, religious stations. Our current broadcast ratio is estimated to reach 30 percent of viewers with over-the-air broadcasts and 70 percent over cable.

I am writing in response to the Faith and Family Broadcasting Coalition's comments, written by the American Center for Law and Justice. I agree with the Faith and Family Broadcasting Coalition's Comments and oppose the proposed a la carte regulations.

We are a small broadcasting company and a la carte would make us even smaller - thus drying up our advertising revenue to a point where we would fail. Surely this is not the intention of a la carte proponents or the FCC.

What more perfect example of the law of unintended consequences? An effort to restore more child-friendly programming should not result in the loss of Christian broadcasting. As a matter of fact, stations like ours provide a safe haven for children to visit any time of the day!

We depend on viewers scanning the dial and landing on our station. A la carte would take those viewers away. Also, please remember that people do not typically visit a hospital unless or until they or a loved one is ill. Likewise, many viewers do not visit our Christian broadcasts unless and until they or a loved one are in need of spiritual guidance or strength.

We must serve not only our regular audience, but those who will need us in those times. We hope you do not overlook the terrible consequences a la carte would have on Christian broadcasting and that you rule and recommend against a la carte.

Thank you for receiving this reply and for listening to the American people.

Rusty Yost
Christian Faith Broadcasting